

1 Adopt 2 Cal. Code Regs. Section 18435.5 to read:

2 **§ 18435.5 Slate Mailer Requirements.**

3 (a) Section 84305.5 requires a slate mailer to identify the slate mailer
4 organization or committee sending the slate mailer, and to designate by an asterisk (*)
5 each candidate and each ballot measure supported or opposed in a slate mailer for which
6 payment of \$100 or more has been received by the organization or committee (either
7 from the candidate, another committee, or from any other person “at the behest” of a
8 candidate or committee as defined in Regulation 18225.7).

9 (b) The slate mailer Notice to Voters required by Section 84305.5 shall appear on
10 the page of the mailer or the portion of the communication near where the endorsed
11 candidates or measures noted with an asterisk are most prominently listed so that the
12 explanation of the meaning of the required asterisk, indicating that the candidate or
13 measure committee paid for its appearance on the slate publication, is apparent.

14 (c) To ensure that it is easily legible, the Notice to Voters required by Section
15 84305.5 shall appear with a reasonable degree of color contrast between the background
16 and the statement and must appear on a plain background, not superimposed over an
17 illustration or a patterned background. A disclaimer satisfies the color contrast
18 requirement of this paragraph if it is printed in black text on a white background or if the
19 degree of color contrast between the background and the text of the disclaimer is no less
20 than the color contrast between the background and the largest text used in the
21 communication.

22 (d) To ensure that the Notice to Voters is comprehensible to the audience the
23 mailer is intended to reach, the Notice to Voters must be written in any language in which

1 eight words or more of the slate mailer is written. For example, if a slate mailer is
2 written predominantly in English but eight words or more of the slate mailer is written in
3 Spanish, the Notice to Voters must be written in English and Spanish.

4 (e) In addition to applying to slate mailers sent by traditional mail, the slate
5 mailer identification and disclaimer requirements of Section 84305.5 apply to slate
6 mailers distributed electronically.

7 NOTE: Authority cited: Section 83112, Government Code. Reference: Section
8 84305.5, Government Code.